

TABLE 7.—REVENUE POSITION OF THE RETAILER ASSUMING A CONSTANT MARGIN OF 20 PERCENT ON SALES.

Price	Quantity (6 oz. cans)	Revenue (per 100 customers)	Total Cost	Total Margin	Per Can		Percent Margin
					Cost	Margin	
8.5	39.36	\$3.35	\$2.68	\$0.67	6.8¢	1.7¢	20
10.5	28.30	2.97	2.38	.59	8.4	2.1	20
13.5	21.59	2.91	2.33	.58	10.8	2.7	20
16.5	19.13	3.16	2.53	.63	13.2	3.3	20
20.5	18.45	3.78	3.02	.76	16.4	4.1	20

TABLE 8.—REVENUE POSITION OF THE RETAILER ASSUMING A CONSTANT MARGIN OF 3.3 CENTS PER CAN.

Price	Quantity (6 oz. cans)	Revenue (per 100 customers)	Total Cost	Total Margin	Per Can		Percent Margin
					Cost	Margin	
8.5	39.36	\$3.35	\$2.05	\$1.30	5.2¢	3.3¢	38.8
10.5	28.30	2.97	2.04	.93	7.2	3.3	31.3
13.5	21.59	2.91	2.20	.71	10.2	3.3	24.4
16.5	19.13	3.16	2.53	.63	13.2	3.3	19.9
20.5	18.45	3.78	3.17	.61	17.2	3.3	16.1